

## Iowa MRPC Board Meeting Minutes April 2, 2014

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The quarterly Board Meeting of the Iowa Mississippi River Parkway Commission was called to order at 10:25 a.m. at the Rock Creek Eco-Tourism Center, Camanche Iowa on April 2, 2014. Board Members Present were John Goodman, Chair; Edith Pfeffer, Vice Chair; Jane M. Regan, Treasurer and Acting Secretary for this meeting, Jay Schweitzer, Larry Kruse, and technical advisors Mary Stahlhut and Deb Arp from Iowa DOT. Also present were Dave Dahlquist and Breann Bye from Dahlquist and Associates of Des Moines, IA. ABSENT: Lori Wallace, Clayton Co; Lori Roling, Jackson Co; Glenn Pelecky, Scott Co; Dan Peterson, Muscatine Co; Debbie Joachim, Des Moines Co.

Chairman Goodman asked for a volunteer to take minutes as Secretary Debbie Jochims was unable to attend and Jane agreed

Approval was received for the minutes of the November 14, 2013 Board Meeting.

Financials discussed : Mary Stahlhut reviewed the budget. Jay/Larry moved to approve the budget as it was presented to date. Motion Carried.

Jane reviewed the Commissions account at Waukon State Bank. Edith requested payment of \$15.00 for the expenses at the Iowa Tourism Legislative Showcase with Iowa ByWays. Dahlquist and Assoc. also provided dollars for the booth. Jane moved that the expense be paid as promotion expense from our DOT Commission account and Jay seconded. Motion carried.

John Goodman informed the group of his efforts with Brian Kane, Attorney in Dubuque, to reinstate our non-profit status as 501 (c)3, which had been lost due to the failure of a prior commissioner from our Board to file the annual updates with the IRS. Goodman sought assistance from Kane to have this reinstated. Goodman fronted fees for this filing over \$800 but has now been advised our request for reinstatement has been approved and the fees paid with the request will be returned to Goodman per a letter received from the IRS. Our 501 C 3 status states that Contributions to the Iowa MRPC are not tax deductible but they can be made as a business expense. Goodman requested we annually file a 990 form with the IRS and that the fee for this be funded in the Commissions budget from the DOT. Deb Arp is going to check with DOT if that is an allowable expense that can be expensed through the Commission DOT budget or if it will need to flow through the Stakeholder account funds.

**Action: DOT to report back regarding 990 filing fee annually. Is it an approved expense through our DOT budget?**

Reports from National Board Meeting:

Edith and Jane reported on the Conference Call of February 14, for the National Board meeting. National Geographic Geo Tourism project discussed. MN had a meeting February 13<sup>th</sup> with 25 individuals from communities and organizations that have an interest in The River. One big concern of the group was the efficiency in dollars spent and desire to merge some websites together to spend dollars as efficiently as possible without having to fund stand-alone websites between MRC, MRPC, Tourism offices etc. Discussed the endowment grant request and that all members support this fund. Discussed Semi-Annual meeting and strongly encouraged that each State require their technical

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commissioners to be in attendance. Concerns were expressed with the fall off of assistance from the Technical Advisory people that should be in attendance at all our meetings including the Semi-Annual and Annual meetings of the 10 States. National Pilot Bob Miller advised all States to revisit these Advisory organizations of US Fish and Wildlife, Corp of Engineers, DNR, DOT, State Tourism office, and State Culture and Heritage organizations to be appointing individuals to our State Commissions. Edith passed out the National office budget and passed out the annual report (one copy available).

A By-Laws draft created by Jay was reviewed in length by the Commission. Suggestions and corrections were made for approval at our meeting in Alton, Ill on April 24, 2014 if we have a quorum. Request to add a separate Article IV Entering Into Contracts and Agreements. Suggested wording is that all contracts should be approved by the Voting Members and all contracts will be signed by the Board Chair following approval. Also asked to include statement regarding Board Members Attendance at Board meetings and suggested if more than three full board meetings in a row are missed that the member be contacted by the Board President and advised that the Board will seek replacement of the member if they no longer wish to be an active and participating appointed Commissioner.

**ACTION: Review and Approve amended By-Laws at April Semi-Annual meeting if available.**

Discussion regarding the Technical Representatives to our commission and their lack of attendance in our meetings. John was directed to write a letter to each Department of the State to request an appointee of each department that we can add to our contact list for meeting notices.

**ACTION: John Goodman will write the Technical Advisory Departments to our Board and advise them to appoint someone in each office to our Board and we will add them to our contact list.**

Edith reported for Cultural and Heritage Committee. Reviewed with the Commission the National Geographic geo tourism proposal that has been made to the 10 States. David Dahlquist commented on how it is working in Louisiana and wants to be sure the Commission decides it can work. Everyone going to the National Meeting in Alton should be sure to attend the sessions regarding this proposed partnership with National Geographic. They are looking at a cost to each State of \$100,000 and will all states be able to fund raise that and not put additional burden on other states? What are the on-going expenses of the project to each state? Many questions to be asked and answered.

Edith reported on the Marketing meeting and advised the conference call was very unproductive and more will be presented in Alton, in late April.

Goodman requested the Commission take action to approve the Draft form of the GRR Resident and Survey Responses that Dahlquist and Associates had compiled in the summer of 2013 and today presented the draft copies to our Board, so they could officially be released at the Stakeholder meetings starting this evening in Clinton. Larry moved and Jay second. Motion carried.

John advised he talked with the Iowa Attorney General regarding liability of this commission and was advised that the AG office would defend all past, present and future commissioners for any litigation they would incur as an appointed commissioner to the commission.

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Goodman discussed the Agreement that was submitted to the GRR Commission from Golden Hills Resource Conservation & Development. Edith and John agreed to serve as the liasons to the Iowa By-Ways Coalition and Jay moved to approved the agreement and Jane seconded. Motion carried.

Goodman presented an estimate/quote from Union-Hoermann Press for \$45 + \$488 for the reprint of the IGRR Tear Off Maps. Edith requested that the Sawmill Museum be included in the next reprint and Brea agreed to work the changes to the existing draft. Edith moved to add the Sawmill Museum in Clinton and order the 10,000 Tear Off Maps and that Brea's time is part of the CMP grant and billable to the grant. Second Jay. Motion Carried.

Goodman appointed J Schweitzer to the CMP committee and Schweitzer accepted to replace Glenn Pelecky from Scott County that has resigned from the commission. John reported that the Governor's office is seeking a replacement for Scott County and we should hear before the end of April.

Our next meeting will be April 25, 2014 in Alton IL. At 7:00 a.m.

June 12, 2014 will be the next Iowa MRPC Board Meeting following the semi-annual meeting in Alton. This meeting will be at the Hurstville Interpretive Center, Maquoketa.

**ACTION for June meeting: We requested Dave Dahlquist to present the CMP documents for approval by the full board to be provided to the Stakeholders and which will be included in the CMP. In addition to changes to the CMP that must be made for future approval of Federal DOT reimbursement.**

Dave Dahlquist provided draft Copies of the Resident and Visitors survey. The survey revealed that the demographic of visitors on the GRR are older retirees with considerable income. Dahlquist was surprised there were not more younger families on traveling the GRR. The question was asked, What do we do to work to reach the younger market or do we put our efforts towards the older traveler? Older Visitors didn't feel we needed anything more done but what is missing for the younger demographic and what are their needs? Apps on mobile devises are the desired form of communication. The State tourism office says they are targeting the 30-50 Moms group. What travel aids do people use: signage, maps, and apps for mobile devices.

Stakeholder meetings will begin today at the Eco Tourism Center in Camanche following our Board Meeting. The meetings will be taped by Dahlquist and Associates.

Discussed social media and used Facebook to announce Stakeholder meetings. Discussed the material for the CMP. We talked about the Asset inventory update and the condition of Road. That report will come to all commissioners after the CMP committee has reviewed it. The draft of the CMP and how the Stakeholders and the Iowa MRPC will utilize this document for future planning and inclusion in the CMP was discussed.

**ACTION for DOT and CMP BOARD:** FHWA-MRPC Agreement Amendments – Mary Stalhut will deliver changes to the Dahlquist contract that will be submitted to the CMP committee for recommendation to the Full Board.

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Mary Stalhut requested we set protocol for the committee meetings. It was suggested that the committees report via a newsletter or minutes to the other members immediately following any conference calls or meetings of the committees. Our conference calls can be done through the Iowa DOT portal at no cost to the commission. This will be how they will do the CMP committee meeting April 17, following the last Stakeholder meeting in Dubuque on April 16, 2014.

Larry Moved and Jay second the Resident and Visitors Survey results presented in Dahlquist's presentation today are approved to be distributed at the Stakeholders meeting as presented. Motion Carried.

Jane discussed the website for Iowa and asking the members to look at the community colleges in their counties to see there is one that would host or keep the IGRR website current and fluid. Edith stated that the CVB and Economic and Development groups really want this live and the ability to input their community's information themselves.

**AGENDA ITEM for JUNE Board Meeting:** Discussion of the 2014-2015 work plan. How are we going to promote the GRR. We will extract ideas from the Stakeholder meetings and begin promotion immediately.

Meeting Adjourned 2:30 p.m. Motion by Larry Kruse and Jay Schweitzer Second. Motion Carried.  
Meeting Adjourned.

Respectfully Submitted

Jane M. Regan, Acting Secretary